

Book Review: 'Entrepreneurial Tourism: Potential and Current Issues' (Malay Version)

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Concept

The articles chosen in this book was written by the lecturers in public higher education institutions. This book is the result of a seminar jointly organized by the Faculty of Tourism and Hospitality with Institute of Entrepreneurship Development which was held in Langkawi in 2000. The book is very suitable to be read and studied by students, entrepreneurs, academics, policy makers and the general reader. The content of this book was devoted to current issues and challenges that become obstacles to a new era, the era of liberalization and globalization. The issues raised power to invite the readers, especially the entrepreneur thinking while providing a solid foundation for the need to succeed in the field of tourism entrepreneurship. The composition of the chapters in this book has been carefully arranged for the convenience of the reader. Entrepreneurs will be able to build a deep understanding and effective through the relationship between articles. In addition there are features that motivation is channeled through articles in order to leave an impression to the readers.

Recognizing the challenges in the scour of potential and current issues of tourism in the new millennium, this book collection of articles on tourism is trying to load a discussion based on some of the findings were elected. The book is expected to be used as reading material to the public, especially to tourism entrepreneurs. The editors also believe that this book will at least help broaden the minds of the tourism entrepreneurs so not plagued with issues of traditional passive.

The tourism industry is forecast to become the number one industry in the world, in the 21st century. In France, Italy and several other European countries, tourism has already become a key industry for the economic development of these countries. In Malaysia, the tourism industry has become the second most important industry after manufacturing industry that contributed to the source of national income. Thus, entrepreneurial tourism will be one of the spine economic activities to the rapid changes in the development of Malaysia. Tourism entrepreneurial activities have contributed a number of foreign exchange to the country, in addition to the role of creating job opportunities through various related sectors, such as the hospitality sector and transport. However, the current development of

entrepreneurial activities of travel depending on the global economy position that is difficult expected due to various incidents that occurred in the past decade.

In order to enhance and develop this industry, the involvement of small and medium industry will continue to play its own role. Basic knowledge of the legislation is essential to the tourism small and medium industry entrepreneurs beginning from the process to start a business until they are exercised. In the era of globalization, an organization's ability to compete, among others depends on the quality of the products offered. Changes that occur in this millennium have added the need to improve the quality in order to face increasing competition.

Poverty is often a stumbling block in achieving the desired goals. In other cases, poverty is also a contributing factor to work hard in order to achieve something and develop themselves. In the context of entrepreneurship, poverty is among one of the dominant factors in determining the success or failure of an attempt made in their respective fields. ICTs are expected to play a big role in efforts to streamline the development and advancement of the tourism industry in Malaysia.

Sustainable development is a development that is best to further enhance the national economy. It can also introduce Malaysia to the world about the existence of the oldest tropical rainforest in the world and has a diversity of ecosystems. The seventh Malaysia Plan has placed emphasis on sustainable tourism and improved quality of life in society. Elements of culture, arts and heritage are strongly associated in developing the country's tourism sector. Cultural tourism activities include visits to museums, art festivals, heritage, cultural performances and historical buildings. The original character of cultural attractions can educate and increase knowledge while providing entertainment to visitors.

The home stay program is a strategy that reflects the implementation of government policy emphasis towards the development of tourism sector in the country. Although participation in the program is open to all Malaysians, the number of entries in the individual or in urban areas is low. Rather participation at the rural community or village level is higher.

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